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2 UNITED STATES DISTRICT COURT  
3 FOR THE NORTHERN DISTRICT OF CALIFORNIA  
4 OAKLAND DIVISION  
5

6 MELVIN SALVERSON, an individual, et al.,

7 Plaintiffs,

8 vs.

9 JP MORGAN CHASE & CO; et al.,

10 Defendants.  
11

Case No: C 13-4406 SBA

**ORDER DENYING JOINT  
ADMINISTRATIVE  
MOTION FOR LEAVE TO  
ENLARGE PAGE LIMITATIONS**

Dkt. 18

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13 The parties have filed a joint administrative motion for leave to file motions papers  
14 that are twenty (20) pages in excess of the limits imposed by the Court's Standing Orders.  
15 The Court finds that the parties have failed to demonstrate good cause for their request.  
16 Moreover, the parties should be aware that arguments presented in a direct and concise  
17 manner are generally more effective than those that are not. See Fleming v. County of  
18 Kane, State of Ill., 855 F.2d 496, 497 (7th Cir. 1988) ("Overly long briefs, however, may  
19 actually hurt a party's case, making it far more likely that meritorious arguments will be  
20 lost amid the mass of detail."); Weilert v. Health Midwest Development Group, 95 F.  
21 Supp.2d 1190, 1192 (D. Kan. 2000) ("Judicial economy and concise argument are purposes  
22 of the page limit."). Accordingly, the parties' administrative motion to enlarge the Court's  
23 page limits is DENIED.

24 IT IS SO ORDERED.

25 Dated: 2/25/14

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SAUNDRA BROWN ARMSTRONG  
27 Senior United States District Judge  
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